

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323652

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Scarborough Research		11/18/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	The Nielsen Company (US), LLC		
Street Address:	85 Broad Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4003366	PRIME LINGO	
Registration Number:	4003462	PRIME LINGO	
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212.813.5900		
Email:	assignments@fzlj.com		
Correspondent Name:	Tamar Niv Bessinger		
Address Line 1:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 2:	866 United Nations Plaza		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	NSEC 1409353		
NAME OF SUBMITTER:	Tamar Niv Bessinger		
SIGNATURE:	/joseph gerber/		
DATE SIGNED:	11/19/2014		
Total Attachments: 2			
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ASSIGNMENT

WHEREAS, Scarborough Research, a limited liability company organized and existing under the laws of Delaware, located at 770 Broadway, New York, NY 10003 ("**Assignor**"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "**Trademarks**"); **and WHEREAS, The Nielsen Company (US), LLC**, a limited liability company organized and existing under the laws of Delaware, located at 85 Broad Street, New York, NY 10004 ("**Assignee**"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Scarborough Research

By:  _____

Name: Wang Su

Title: Vice President

Date of Signature: 11/18/2014

Schedule

TRADEMARK	APP. NO.	REG. NO.
PRIME LINGO	77/955,506	4003366
PRIME LINGO and Design	85/004,388	4003462

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